

Total Funds Raised & Sources

The basis for estimating fundraising across the entire universe of health care organizations is the median change in total funds raised by institutions reporting data for FY 2010. This median change is calculated using only those institutions that reported current year and previous fiscal year data on the current year survey.

Based on respondents to the survey—when compared to FY 2009—total funds received by health care institutions increased 8.1% during FY 2010 to \$8.264 billion. Total funds include cash (\$6.206 billion), which represented 75.1% of total funds raised and pledges. Included in total cash were sales of securities (2.7% of total funds raised) and non-monetary gifts (1.1%). Pledges accounted for \$2.058 billion of total funds raised. Planned gifts secured but not yet paid totaled \$281 million or 13.7% of total pledges.

Productivity

Funds raised per dollar expended is a commonly used measure of fundraising productivity. This metric varies by type of institution, age of program, staff size, budget size and number of beds (where appropriate).

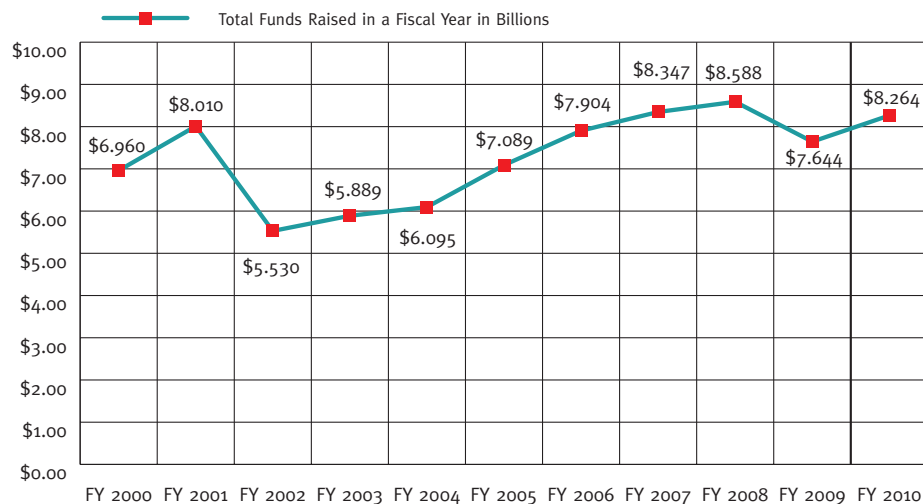
Median funds (cash plus pledges) raised for each dollar expended in FY 2010 were \$3.05 for all of the institutions surveyed. As in years past, academic institutions were the most productive fundraising organizations with median funds per dollar of \$6.78. The largest programs, in terms of professional staff size, were the most productive. Median funds per dollar spent were \$3.91 for seven or more full-time employees, compared with \$2.36 for those with only one employee. The oldest programs were also more productive—as the median funds raised per dollar spent was \$3.34 for programs that have been around for more than 15 years.

The **Association for Healthcare Philanthropy** (AHP) has published the Annual Report on Giving for 27 years. This report is based on data reported by institutions whose financial statements closed at any point during the previous calendar year. Thus, this year's report reflects fundraising activity throughout 2010, regardless of when in 2010 institutions closed their "fiscal year" books.

The AHP Annual Survey of Giving was conducted using a link to a Web-based questionnaire that was emailed to 1,815 AHP members at U.S. institutions. Follow-up reminders were sent to non-respondents and by the final response date in April, 510 usable surveys had been completed—a 28.1% response rate.

Association Research, Inc. (ARI) conducted the survey. ARI is an independent survey research company whose clients are exclusively nonprofit associations. Maintaining total confidentiality, ARI handled all data collection, tabulation, analysis, and reporting.

AHP REPORT ON GIVING, U.S., FY 2000–FY 2010 ANNUAL TRENDS APPROXIMATE TOTAL FUNDS RAISED *Median Value for All Institutions*



Source: AHP Report on Giving, U.S., FY 2000–FY 2010

The complete FY 2010 AHP Report on Giving is now available from the AHP website at www.ahp.org/reportongiving. This Fact Sheet to the report is provided FREE to all AHP members. In addition, AHP member institutions that completed the survey used to compile this report receive a complimentary copy of the complete report, including the self assessment tool, via an online download.

The complete report is available for purchase online (AHP members \$100, nonmembers \$150). For more information, call AHP at 703-532-6243.

www.ahp.org/reportongiving